

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (original): A method for transmitting interactive television information over a television broadcast, comprising:

compiling business data into a binary form, the business data comprising descriptions of products;

generating a script using a script authoring tool; and

streaming the compiled business data and the script to a receiver for generating video information for a user's television, wherein the receiver uses the script to access the compiled business data and generate a presentation of the products for the user.

2. (original): The method of Claim 1 wherein the business data is compatible with a version of XML (extensible markup language).

3. (original): The method of Claim 1 wherein the compiling of the business data is configured to improve access speed to the business data.

4. (original): The method of Claim 1 wherein the compiling of the business data is configured to reduce the size of the business data.
5. (original): The method of Claim 1 wherein the receiver is a set-top box.
6. (original): The method of Claim 1 wherein the business data is transmitted to the receiver using a modem.
7. (original): A method for receiving interactive television information in a receiver and providing interactive television to a user, comprising:
 - processing requests within a script to download business data;
 - receiving the business data compiled into a binary form, the business data comprising descriptions of products; and
 - processing requests within the script to map an item of the business data into a position within an authored page template, wherein a video presentation of the business data is presented to the user.
8. (original): The method of Claim 7 further including:

processing a request within the script to map a one or a two-dimensional array of the business data into a named one or two-dimensional array of locations within the authored page template.

9. (original): The method of Claim 7 further including:

processing a request within the script to construct a message containing business data, based on a user action; and

transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the user action.

10. (original): The method of Claim 9 wherein the selection is transmitted from the receiver to the transaction server using a modem.

11. (original): The method of Claim 9 wherein the business data is compatible with a version of XML (extensible markup language).

12. (original): The method of Claim 7 wherein the business data is compatible with a version of XML (extensible markup language).

13. (original): The method of Claim 7 wherein the business data and the script are received over a broadcast network of a cable television provider, a terrestrial television provider or a satellite television provider.

14. (original): A system for transmitting interactive television information over a television broadcast, comprising:

a server having a processor couple to a memory, the memory having computer readable code which when executed by the processor causes the server to perform a method comprising:

compiling business data into a binary form, the business data comprising descriptions of products;

accessing a script, the script previously generated using a script authoring tool; and

providing the compiled business data and the script to a set-top box for generating video information for a user's television, wherein the set-top box uses the script to access the compiled business data and generate a presentation of the products for the user.

15. (original): The system of Claim 14 wherein the business data is compatible with a version of XML (extensible markup language).

16. (original): The system of Claim 14 wherein the compiling of the business data is configured to improve access speed to the business data.

17. (original): The system of Claim 14 wherein the compiling of the business data is configured to reduce the size of the business data.

18. (original): The system of Claim 14 further including:

providing the compiled business data and the script to a television broadcaster for inclusion in a television broadcast transmission by the broadcaster.

19. (original): The system of Claim 14 wherein the streaming is performed over a broadcast network of a cable television provider, a satellite television provider, or a terrestrial television provider.

20. (original): A system for receiving interactive television information and providing interactive television to a user, comprising:

a receiver having a processor coupled to a memory, the memory having computer readable code which when executed by the processor causes the receiver to perform a method comprising:

processing requests within a script to download business data;

receiving the business data compiled into a binary form, the
business data comprising descriptions products;

processing requests within a script to map an item of the business
data into a named position within an authored page template, wherein a
video presentation of the business data will be presented to the user.

21. (original): The system of Claim 20 further including:

receiving a selection of one of the product descriptions from the user; and
transmitting the selection to a transaction server, the transaction server for
implementing a transaction in accordance with the selection.

22. (original): The system of Claim 21 wherein the selection is transmitted
from the receiver to the transaction server using a modem.

23. (original): The system of Claim 20 wherein the business data is
compatible with a version of XML (extensible markup language).

24. (original): The system of Claim 20 wherein the business data and the
script are received over a broadcast network of a cable television provider, a
terrestrial television provider or a satellite television provider.

25. (original): The system of Claim 20 further including:

processing requests within a script to map an array of the business data into an array of locations within an authored page template, wherein a video presentation of the business data will be presented to the user.

26. (original): The system of Claim 20 further including:

processing a request within a script to construct a message containing the business data, based on a user action; and

transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the user action.